



KNXV

Print Date: 07/23/12

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**KNXV-TV
PHOENIX**
Contract / Revision 304718 Flight Dates 07/17/12-07/23/12

Hiatus Dates

Original Date / Revision 07/23/12/ 07/23/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07170723 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>	
													Amount	
2	KNXV	07/17/12	07/23/12	M-F 6-7am M-F 6-7am	CM	6am-7am	22222--	:30	10	\$225.00	P-3	0.00	NM	10 \$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/23/12	07/29/12	2-----		2	\$225.00			0.00				
3	KNXV	07/17/12	07/23/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$225.00	P-3	0.00	NM	10 \$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/16/12	07/22/12	-2222--		8	\$225.00			0.00				
		Week: 07/23/12	07/29/12	2-----		2	\$225.00			0.00				
4	KNXV	07/21/12	07/21/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$75.00	P-6	0.00	NM	1 \$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/16/12	07/22/12	-----S-		1	\$75.00			0.00				
5	KNXV	07/22/12	07/22/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$75.00	P-6	0.00	NM	1 \$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/16/12	07/22/12	-----S		1	\$75.00			0.00				
6	KNXV	07/17/12	07/23/12	M-F 9am-10am Sonoran Living	CM	9am-10am	11111--	:30	5	\$100.00	P-3	0.00	NM	5 \$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/16/12	07/22/12	-1111--		4	\$100.00			0.00				
		Week: 07/23/12	07/29/12	1-----		1	\$100.00			0.00				
7	KNXV	07/17/12	07/23/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	11111--	:30	5	\$80.00	P-6	0.00	NM	5 \$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/16/12	07/22/12	-1111--		4	\$80.00			0.00				
		Week: 07/23/12	07/29/12	1-----		1	\$80.00			0.00				
8	KNXV	07/17/12	07/23/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5 \$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/16/12	07/22/12	-1111--		4	\$225.00			0.00				
		Week: 07/23/12	07/29/12	1-----		1	\$225.00			0.00				
9	KNXV	07/17/12	07/23/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/16/12	07/22/12	-1111--		4	\$200.00			0.00				
		Week: 07/23/12	07/29/12	1-----		1	\$200.00			0.00				
10	KNXV	07/17/12	07/23/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5 \$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/16/12	07/22/12	-1111--		4	\$450.00			0.00				
		Week: 07/23/12	07/29/12	1-----		1	\$450.00			0.00				
11	KNXV	07/17/12	07/23/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5 \$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/16/12	07/22/12	-1111--		4	\$450.00			0.00				
		Week: 07/23/12	07/29/12	1-----		1	\$450.00			0.00				
12	KNXV	07/21/12	07/21/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1 \$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 07/16/12	07/22/12	-----S-		1	\$250.00			0.00				
13	KNXV	07/22/12	07/22/12		CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1 \$250.00



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Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07170723 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals												
										Rate	Pri	Rtg	Type	Spots	Amount							
Su 5pm News																						
SU 5pm-530pm News																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	-----S		1	\$250.00	0.00																
E 14	KNXV	07/17/12	07/23/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$750.00	P-3	0.00	NM	5 \$3,700.00								
M-F 630pm-7pm																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	-1111--		4	\$750.00	0.00																
Week: 07/23/12	07/29/12	1-----		1	\$700.00	0.00																
15	KNXV	07/21/12	07/21/12	SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1 \$450.00								
SA 630pm-7pm																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	-----S-		1	\$450.00	0.00																
16	KNXV	07/23/12	07/23/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1 \$3,500.00								
Monday Prime C																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/23/12	07/29/12	M-----		1	\$3,500.00	0.00																
17	KNXV	07/18/12	07/18/12	Wednesday Prime C	CM	9pm-10pm	--w----	:30	1	\$2,000.00	P-3	0.00	NM	1 \$2,000.00								
Wednesday Prime C																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	--w----		1	\$2,000.00	0.00																
18	KNXV	07/20/12	07/20/12	Friday Prime A	CM	7pm-8pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1 \$2,000.00								
Friday Prime A																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	----F--		1	\$2,000.00	0.00																
19	KNXV	07/20/12	07/20/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1 \$2,000.00								
Friday 8-10pm																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	----F--		1	\$2,000.00	0.00																
20	KNXV	07/20/12	07/20/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1 \$3,000.00								
Friday 8-10pm																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	----F--		1	\$3,000.00	0.00																
21	KNXV	07/21/12	07/21/12	ABC Saturday Prime	CM	7pm-10pm	----S-	:30	1	\$1,500.00	P-3	0.00	NM	1 \$1,500.00								
Saturday Prime																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	----S-		1	\$1,500.00	0.00																
22	KNXV	07/22/12	07/22/12	Sunday Prime A	CM	6pm-7pm	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1 \$2,000.00								
Sunday Prime A																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	-----S		1	\$2,000.00	0.00																
23	KNXV	07/17/12	07/23/12	M-F 10-1035pm	CM	10pm-1035pm	11111--	:30	5	\$850.00	P-3	0.00	NM	5 \$4,250.00								
10pm News																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	-1111--		4	\$850.00	0.00																
Week: 07/23/12	07/29/12	1-----		1	\$850.00	0.00																
24	KNXV	07/21/12	07/21/12	SA 10-1035pm	CM	10pm-1035pm	----S-	:30	1	\$450.00	P-3	0.00	NM	1 \$450.00								
10pm News																						
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating															
Week: 07/16/12	07/22/12	----S-		1	\$450.00	0.00																
25	KNXV	07/22/12	07/22/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1 \$850.00								



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Order Sep **00:20:00**

Advertiser **Cardon / Republican / Sena Product Wil Cardon for Senate 2012** Estimate # **TV: 07170723 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals		
										Rate	Pri	Rtg
10pm News												
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating					
Week: 07/16/12	07/22/12	-----S		1	\$850.00	0.00						
26	KNXV	07/17/12	07/23/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	11111--	:30	5	\$350.00	P-3	0.00 NM
Nightline												
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating					
Week: 07/16/12	07/22/12	-1111--		4	\$350.00	0.00						
Week: 07/23/12	07/29/12	1-----		1	\$350.00	0.00						
27	KNXV	07/22/12	07/22/12	Su 4pm/430pm News	CM	4-430pm/430pm-5:-----S		:30	1	\$150.00	P-3	0.00 NM
Su 4pm/430pm News (4:00 PM-4:30 PM)												
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating					
Week: 07/16/12	07/22/12	-----S		1	\$150.00	0.00						

*Tax 1 Note: Tax 0.5%.

Totals 90 \$41,275.00